ORDER

J			
Orders	Order / Rev:	44472	
	Alt Order #:	27647515	
	Product Desc:	Order	
	Estimate:	D29104	



KLKN-TV

DC

12/29/21 - 01/04/22

12/21/21 / 12/21/21

Primary AE: Sales Office: Sales Region: Katz Washington, D.C.

National

Agency

Name:

Flight Dates:

Order Type:

Original Date / Rev:

Smart Media Group

GENERAL

Buying Contact: Billing Contact:

1427 Leslie Ave

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Herbster for Governor

Alexandria, VA 22301

Demographic: Product Codes: A35+ Candidates

Revenue Code 1: Revenue Code 2: AGY POL

POL-CAND

Revenue Code 3:

Priority: P-04 New Business Thru:

Advertiser External ID:

Agency External ID:

Unit Code:

Order Separation:

General

00:15:00

Bill Plan

Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount
12/27/21	01/03/22	14	\$1,505.00	\$1,279.25

Month	# Spots	Gross Amount	Net Amount	Rating
January 2022	14	\$1,505.00	\$1,279.25	0.00
Totals	14	\$1,505.00	\$1,279.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington, D.C.			Start Of Order - End Of Order	100%

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Day	/s L	en Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 KLKN	12/29/2	21 12/29/21	Ch 8 News Midda	*	11a-12p	W-		:30	1	\$40.00P-05	0.00 NM	1	\$40.00
			Ch 8 News Midd	ay M-F									
CHAN	NEL 8 EY	EWITNESS									- 1		
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					- 1		
Week: 12	/27/21	01/02/22	W	1	\$40.00	0.00							
N 2 KLKN	12/30/2	1 12/30/21	Ch 8 News Midda	ay M-F CM	11a-12p	T		:30	1	\$40.00P-05	0.00 NM	1	\$40.00
			Ch 8 News Midd	-	•					*			4.0.00
CHANN	NEL 8 EY	EWITNESS		-							- 1		
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 12	/27/21	01/02/22	T	1	\$40.00	0.00					- 1		
N 3 KLKN	12/31/2	1 12/31/21	Ch 8 News Midda	av M-F CM	11a-12p		F	:30	1	\$40.00P-05	0.00 NM	1	\$40.00
			Ch 8 News Midd		p		•		•	ψ10.001 00	0.00 11111	'	φ-10.00
CHANN	NEL 8 EY	EWITNESS		,							- 1		
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 12		01/02/22	F	1	\$40.00	0.00					1		
N 4 KLKN	01/03/2	2 01/03/22	Ch 8 News Midda	av M-E CM	11a-12p	M		:30	1	\$40.00P-05	0.00 NM	1	\$40.00
			Ch 8 News Midd	*	114 129	171		.00	'	Ψ-0.001 -05	0.00 14101	'	\$40.00
CHANN	NEL 8 EY	EWITNESS	On o mono midd	ay 111 1							- 1		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					- 1		
Week: 01.		01/09/22	M	1	\$40.00	0.00					- 1		
N 5 KLKN		2 01/02/22		CM				-00	4	0.45.000.05	0.00.104		
N 5 KLKN	01/02/2	2 01/02/22	This Week	CM	8a-9a		S	:30	1	\$45.00 P-05	0.00 NM	1	\$45.00
			This Week										

Print Date: 12/21/21 10:33:37 Page

Totals

14

\$1,505,00

KLKN-TV

Page 2 of 2

Order / Rev:

44472

27647515

76.47545

Advertiser: Product Desc: Herbster for Governor

Alt Order #: Flight Dates:

Week: 12/27/21

01/02/22

---T---

12/29/21 - 01/04/22

Estimate:

Order D29104

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount THIS WEEK Start Date End Date Weekdays Spots/Week Rate Rating Week: 12/27/21 01/02/22 ----S \$45.00 0.00 N 6 KLKN 01/02/22 01/02/22 Sun 1035p-1135p ----s CM 1035p-1135p :30 \$40.00P-05 0.00 NM \$40.00 1 Sun 1035p-1135p BULL Start Date End Date Weekdays Spots/Week Rate Rating Week: 12/27/21 01/02/22 ----S \$40.00 0.00 N 7 KLKN 01/01/22 01/01/22 Ch 8 News Sat at 10p ----5-CM 10p-1035p :30 \$125.00P-05 0.00 NM \$125.00 Ch 8 News Sat at 10p CHANNEL 8 EYEWITNESS Start Date Weekdays Spots/Week End Date Rating Rate Week: 12/27/21 01/02/22 ----5-\$125.00 0.00 N 8 KLKN 12/29/21 12/29/21 Ch 8 News at 10p M-F CM 10p-1035p --W----:30 \$175.00P-05 0.00 NM \$175.00 Ch 8 News at 10p M-F **CHANNEL 8 EYEWITNESS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 12/27/21 01/02/22 --W---\$175.00 0.00 KLKN 12/30/21 12/30/21 ---T---Ch 8 News at 10p M-F CM 10p-1035p :30 \$175.00 P-05 0.00 NM \$175.00 Ch 8 News at 10p M-F **CHANNEL 8 EYEWITNESS** Start Date End Date Weekdays Spots/Week Rate Rating ---T---Week: 12/27/21 01/02/22 \$175.00 0.00 N 10 KLKN 12/31/21 12/31/21 Ch 8 News at 10p M-F CM 10p-1035p ----F--:30 \$175.00P-05 0.00 NM \$175.00 Ch 8 News at 10p M-F **CHANNEL 8 EYEWITNESS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 12/27/21 01/02/22 ----F--\$175.00 0.00 N11 KLKN 12/30/21 12/30/21 M-F 630p-7p 630p-7p \$120.00P-05 0.00 NM CM ---T---:30 \$120.00 M-F 630p-7p **ENTERTAINMENT TONIGH** Start Date End Date Spots/Week Weekdays Rate Rating 01/02/22 Week: 12/27/21 ---T---\$120.00 0.00 N 12 KLKN 12/31/21 12/31/21 M-F 630p-7p CM 630p-7p :30 \$120.00P-05 0.00 NM \$120.00 M-F 630p-7p ENTERTAINMENT TONIGH Start Date End Date Weekdays Spots/Week Rating Rate Week: 12/27/21 01/02/22 ----F--\$120.00 0.00 N 13 KLKN 01/03/22 01/03/22 M-F 630p-7p CM 630p-7p M----\$120.00P-05 0.00 NM :30 \$120.00 M-F 630p-7p **ENTERTAINMENT TONIGH** Start Date End Date Weekdays Spots/Week Rate Rating Week: 01/03/22 01/09/22 M-----\$120.00 0.00 N14 KLKN 12/30/21 12/30/21 Thursday Prime Other CM 7:00 PM-9:00 PM ---T---\$250.00 P-05 0.00 NM \$250.00 Thursday Prime Other (7:00 PM-9:00 PM) WWOD: FROZEN Start Date End Date Weekdays Spots/Week Rating Rate

\$250.00

0.00

125 West 55th St New York, NY 10019

Contract # 27647515 Agency: Smart Media Group CPE: HRBST/ORDR/D29104 Changes as of: 12/21/2021 at 9:18 AM

Product: Order Agency Order #: 30078153

ALEXANDRIA, VA 22313 PO BOX 26067

Buyer: Gaeckler, Elaine

Advertiser: Herbster for Governor Flight: 12/29/21 - 1/4/22

Version: Current State Version 1
Station: KLKN

Con Type: POLITICAL/VOTE

Total \$: \$1,505.00

Market: Lincoln&Hstng-Krny-Pls DMA Office: WASHINGTON

Total Spots: 14

Total CPP: \$62.45

Service: Nielsen

Primary Demo: Adults 35+
Assistant: ALEXANDRA BRADLEY
202-955-5342

Total GRP: 24.1

Traffic #: 44472

Salesperson: ALEXANDRA BRADLEY 202-955-5342

Comments: This is a new order for Herbster. Please notify asap of any rate issues. Checks will be issued tomorrow. Thanks, Elaine

200	\$4 505 00 \$63 A5	14	2	v	v		u	_	s	TOTALS: 9	70					
0.00	\$250.00		0	0	0	a	0		0	30	3.1 9,800	.3 -	\$250.00	WWOD: FROZEN		7 7p-9p
0.00	\$360.00	ω	0	_	0	0	_	-	0	30	6,800	2.1	\$120.00	ENTERTAINMENT TONIGH	7p	M-F 6 6:30p-7p
.0	\$525.00 \$125.00	ω	0	0	0	0	_			30	4,500	1.4	\$175.00	CHANNEL 8 EYEWITNESS	0:35p	M-F 5 10p-10:35p
.0	\$125.00		0	0	0	-	0	0	0	30	6,600	2.1	\$125.00	CHANNEL 8 EYEWITNESS	0:35p	Sa 4 10p-10:35p
\$40.00	\$40		0	0	_	0	0	0	0	30	1.0 3,100	1.0	\$40.00	BULL	3 10:35p-11:35p	3 10:35
.00	\$45.00		0	0	_	0	0	0	0	30	1.0 3,100	1.0	\$45.00	THIS WEEK		Su 2 8a-9a
.00	\$160.00	4	0	_	0	0	_	_		30	5,200	1.6	\$40.00	CHANNEL 8 EYEWITNESS	2n	M-F 1 11a-12n
60		Spots	1/4	1/3	1/2	1/1	12/31	Len 12/29 12/30 12/31	12/29		A35P Impre ssion	A35P Rating	Rate	Program	ime DP	# Day/Time
Total	-	Total	-1/4	12/29 - 1/4												

Contract # 27647515 Agency: Smart Media Group CPE: HRBST/ORDR/D29104 Changes as of: 12/21/2021 at 9:18 AM

Advertiser: Herbster for Governor

Flight: 12/29/21 - 1/4/22

Version: Current State Version 1 Station: KLKN

Con Type: POLITICAL/VOTE

Total \$: \$1,505.00

Market: Lincoln&Hstng-Krny-Pls DMA

Service: Nielsen Office: WASHINGTON

Total Spots: 14 Total GRP: 24.1 Total CPP: \$62.45

Primary Demo: Adults 35+ Assistant: ALEXANDRA BRADLEY 202-955-5342 Traffic #: 44472

ALEXANDRIA, VA PO BOX 26067

Agency Order #: 30078153 Product: Order

Salesperson: ALEXANDRA BRADLEY Buyer: Gaeckler, Elaine 202-955-5342

Separation:

Special Instructions

125 West 55th St New York, NY 10019

Date/Time 12/21/21 8:48 AM

Added by

ALEXANDRA BRADLEY

This is a new order for Herbster.

Comment

Market Budget: \$1,625 KLKN Share: 100% Comment: Competitive Unknown Competitive Information

Queued for Electronic

Trans

Created/Received

Created by

Status

Spot+

Spot-

\$ Chg

Contract \$ Comment

Transaction History

New

Contracting

12/21/21 8:56 AM

Non-Discrimination Policy

Day/Time Total % Distrib 100% 100% Daypart Summary 4 4 \$1,505.00 \$1,505,00 **Dollars** \$62.45 **\$62.45** CPP

Please notify asap of any rate issues. Checks will be issued tomorrow. Thanks, Elaine

Order Level Comments

2022-Jan Month Monthly Summary Spots 4 4 \$1,505.00 \$1,505.00 Dollars

GRP 24.1 24.1

12/21/21 8:48 AM ALEXANDRA BRADLEY PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. Confirming 4 \$0 \$1,505,00 \$0 \$1,505.00